

AMENDMENTS TO THE CLAIMS:

Please amend the claims as follows. The claims are in the format as required by 35 C.F.R. § 1.121.

1. (Currently amended) A computer-implemented method of predicting a behavior of a first customer of a vendor at a future date comprising:
accessing data regarding the vendor's customers from one or more databases;
generating timeseries information for at least one of the vendor's customers;
training a model to obtain weights ~~for a variable using polynomial regression~~, wherein training is performed using polynomial regression and at least some of said timeseries information; and
predicting the behavior of the first customer at the future date, wherein predicting is performed using the weights in the model and at a frequency greater than monthly; and
providing forecasting results to a user in via a graphical user interface.
2. (Original) The method of claim 1, wherein each of accessing and generating are performed at least daily.
3. (Original) The method of claim 1, wherein each of the accessing and generating are performed substantially in real time.
4. (Original) The method of claim 1, wherein the behavior includes likelihood of retention.
5. (Original) The method of claim 1, wherein the behavior includes future revenue.
6. (Currently amended) The method of claim 1, wherein:
accessing is performed for a second customer; and
the method further comprises removing a datum for the second customer before training ~~because wherein~~ the datum for the second customer exceeds an outlier limit.

7. (Original) The method of claim 6, wherein removing the datum for the second customer is performed after training.
8. Cancelled.
9. (Currently amended) A data processing system readable medium having code embodied therein, the code including instructions executable by a data processing system, wherein the instructions are configured to cause the data processing system to perform a method of predicting a behavior of a first customer of a vendor at a future date, the method comprising:
 - accessing data regarding the vendor's customers;
 - generating timeseries information for at least one of the vendor's customers;
 - training a model to obtain weights for a variable using polynomial regression, wherein training is performed using polynomial regression and at least some of said timeseries information; and
 - predicting the behavior of the first customer at the future date, wherein predicting is performed using the weights in the model and at a frequency greater than monthly.
10. (Original) The data processing system readable medium of claim 9, wherein each of accessing and generating are performed at least daily.
11. (Original) The data processing system readable medium of claim 9, wherein each of the accessing and generating are performed substantially in real time.
12. (Original) The data processing system readable medium of claim 9, wherein the behavior includes likelihood of retention.
13. (Original) The data processing system readable medium of claim 9, wherein the behavior includes future revenue.
14. (Currently Amended) The data processing system readable medium of claim 9, wherein: accessing is performed for a second customer; and

the method further comprises removing a datum for the second customer before training
because wherein the datum for the second customer exceeds an outlier limit.

15. (Original) The data processing system readable medium of claim 14, wherein removing the datum for the second customer is performed after training.

16. Cancelled.

17. (New) The method of claim 1, further comprising performing the step of generating timeseries information for at least one of the vendor's customers in real time or in near real time.

18. (New) The method of claim 1, further comprising utilizing a skip interval to reduce effects of dominating customers.

19. (New) The method of claim 1, wherein the step of generating timeseries information for at least one of the vendor's customers comprises generating a customer's timeseries information as said customer is added.

20. (New) The method of claim 1, wherein the step of generating timeseries information for at least one of the vendor's customers comprises updating a customer's timeseries information as changes thereto occur.

21. (New) The method of claim 1, wherein the step of generating timeseries information for at least one of the vendor's customers comprises generating said timeseries information on a periodic basis.

22. (New) The method of claim 1, wherein said behavior of the first customer is selected from a group consisting of revenue, visits, pages viewed, mouse clicks, or a combination thereof.